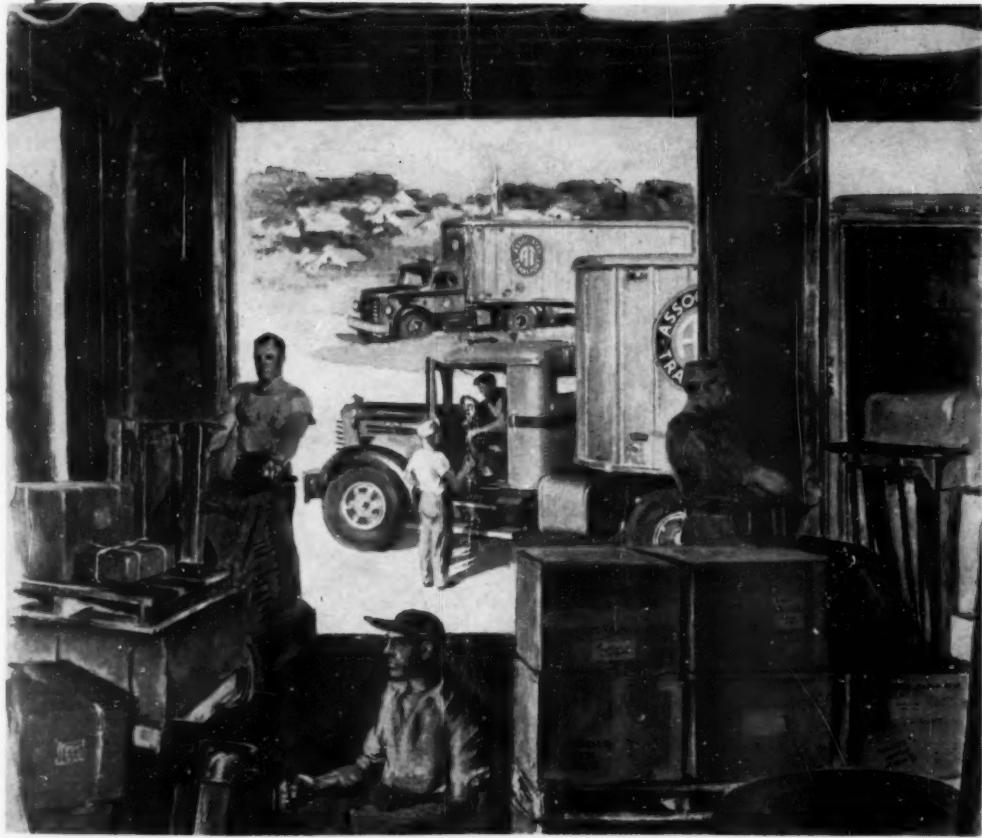


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JANUARY 1954

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Results of SHIPPING MANAGEMENT research into important departments turned up unlooked-for results.

In the last few weeks SHIPPING MANAGEMENT has received the answers to an intensive mail survey made to a cross-section of its subscribers.

This survey was a lengthy questionnaire . . . a full page containing twelve questions, each one of which was divided and asked for as many as nine answers. The purpose was to find out which supplies are used in the shipping department, how they are used, the amount of product or equipment being used, and which executives read the magazine and are responsible for buying this equipment. The final two questions were to find out the kind of business of the subscribers company and the buying habits of the official who answered the questionnaire.

From 4,000 questionnaires that were sent to this cross-section of industry, 1324 complete returns were received, or 33% plus. When it is considered that 10% from a post-card questionnaire is considered good, that this questionnaire covered a whole letter size sheet and three times the normal answer expectation was received, it is plainly evident that SHIPPING MANAGEMENT has a very high standing and readership in its field.

Some unanticipated results of this research came to light. A brochure is now being prepared giving the results of the survey in detail. A copy will gladly be sent to any company interested in reaching this market. Just use the coupon below.

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Packing

A Punch.. By S. A.

A "MECHANIZED" method of loading and unloading airliners has been successfully attempted abroad and will be tested in the United States soon, according to the *N. Y. Times*.

United Air Lines will experiment with the use of an "air dock" at the company's headquarters in Denver, it was learned yesterday.

The air dock is a structure that incorporates a system of tracks and conveyor belts known as Load-air. It allows an airline to park simultaneously a great number of airliners on an airport ramp. Instead of having the planes taxied under their own power and parked with the tails and wing tips near the edge of the ramp, the planes are stopped when their fuselages are parallel with the ramp edge. Then they are pulled sideways on tracks toward the loading section.

Thus the "docked" planes occupy less space than they would under the conventional parking system, and the time spent on the ground is shortened. When the airliners stand flush with the terminal building, their wheels are automatically locked in place.

When the airliners are in the loading and unloading position their cabin doors are at the same level as the canopied air dock's upper level. Passengers can proceed quickly into and out of the plane.

A freight conveyor belt speeds mail and cargo into the airliner.

The first air dock was installed two years ago at busy Soledad Airport at Barranquilla, Colombia, where there is a heavy transfer of air cargo. However, it was soon found that the Loadair system would facilitate the transfer of passengers as well.

The Barranquilla Loadair system was established jointly by the Whiting Corporation of Harvey, Ill., its producer, and Avianca, Colombian National Airways.

Col. Herbert Boy, Avianca's manager of cargo operations, reported that the airline had been able to reduce loading and unloading times by 50 per cent with the apparatus.

United Air Lines spokesmen say they expect their Denver air dock to protect passengers from inclement weather, sharply reduce the time required to deliver baggage to deplaning passengers, eliminate most of the vehicles now cluttering ramps and substantially reduce airplane ground time at stations.

Under United's system there will be a fixed track for their airliners' main landing wheels and also separate tracks suited to all types of the airline's Mainliners—Convairs, DC4's, DC6's, DC-6B's

(Continued on Page 22)



JANUARY, 1954

VOL. 19, No. 1

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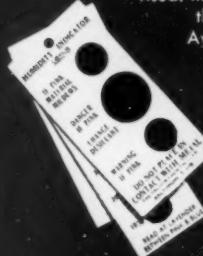
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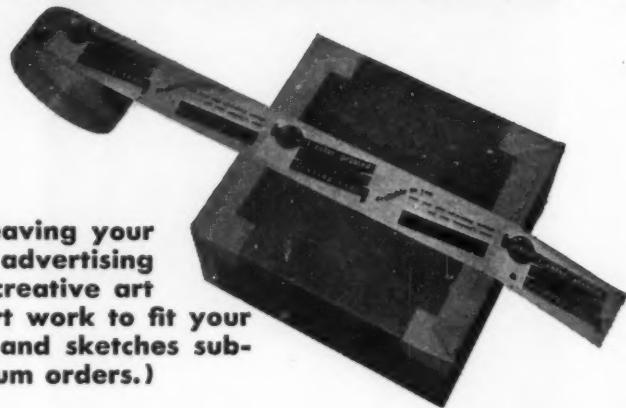


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Shipping MANAGEMENT

FOR SHIPPING AND TRAFFIC EXECUTIVES
425 FOURTH AVENUE, NEW YORK 16, N. Y.

JANUARY, 1954
VOLUME 19
NUMBER 1

Package Cushioning With Pre-Molded Wood Fibres

By HENRY B. KATZ,
President
Greenwood Packaging Supply Co.

PRE-MOLDED WOOD FIBRES as cushioning application in packaging is new. The use of wood fibre itself as a cushioning agent is not original. There are other wood fibre products that are doing a fine job of protecting many types of instruments and equipments; however, we do not know of any other molder of wood fibres who is presently using his product in packaging. Our introduction into molding was brought about by the presentation to us of a fairly heavy unit. This was a tank cylinder head with many irregularly shaped protrusions and very few load bearing surfaces. Its weight was nearly 150 pounds and our instructions were to package it into a metal drum.

Most heavy units previously packed in metal drums or containers were either cushioned with shock mounts or were suspended. Suspension was not practical in this case, as the unit did not have any accessible bolting holes and shock mounts were too costly. As the only solution to this problem was the use of wood fibre, we first attempted to fabricate layers of various thicknesses of sheet wood fibre and then to float certain delicate protrusions.

This failed, due to the multitude and minuteness of the protrusions. As facilities of our molded foam rubber division were immediately available, our thoughts turned towards molding; two patterns were made, one for the bottom bearing surface and one for the top bearing surface. The creation of pre-molded wood fibres into the packaging world was now conceived.

Wood fibres possess innumerable qualities of cushioning and can withstand considerable energy expended by the weight of a heavy object in a fall. It allows the product to move slightly after the container

has ceased to fall. Its molded features distribute the strain and stress because of its heavy density and

(Continued on Page 32)



Mr. Katz is shown as he demonstrated pre-molded wood fibre cushioning agents at the recent Joint Industry Conference on "Cushioning In Packaging." Excerpts from the talk he gave are presented on this page.



Left: liner is inflated by sweeping through air before insertion. Center: Container is filled and disk is placed over

open end to complete closure. Right: Square corrugated container used as outer shipper.

Shipping and Storage Problems Solved by Cylindrical Film Liners

RECENT DEVELOPMENT of a polyethylene cylindrical liner designed to fit into metal or fibre containers may answer some of the current problems of shippers of bulk and liquid products. The new development has a heat-seal circular or square bottom. A sweeping motion will fill even a 55 gallon liner with air, thus dispensing with the need for a mandrel. This method also protects the insert from abrasions which the conventional method sometimes caused. The tare weight of polyethylene liner and fibre drum is 50 to 75 per cent less than that of metal containers. An important point to most shippers is that the liner may be opened and resealed while still protecting the contents.

In practically all cases, the manufacturers assert, where shipment is made in drum form, the liner can greatly simplify the problem of shippers of chemicals, adhesives, foods and similar products. All of the users interviewed report that in combination with fibre it has proven its ability to withstand shipping abuses. In all cases where substituted for heavier drums it reduced material costs substantially as well as cutting time normally required for assembly and filling.

Polyethylene New Liner Material

The cylindrical liner was a product of the successful cooperation of several industries. The first credit lies in the basic material from which the liners are made, polyethylene. It is a thermo-plastic resin produced by the polymerization of ethylene under high

pressure and temperature. In stiffness polyethylene is intermediate between the semi-rigid and non-rigid plastics. Thin films are quite flexible but lack the limp-rubber quality of most non-rigid plastics. Polyethylene retains the best qualities of both. This combination is the first qualification for a durable liner. It is tasteless, odorless, impervious to dirt, highly resistant to chemicals, water and moisture. It also remains dimensionally stable and tough through a temperature range of minus 67 degrees to plus 180 degrees F. The Visking Corporation, a leading polyethylene manufacturer, from the very beginning, conducted research and cooperated in the development of this new liner.

Basic Patents Issued

In 1937, The Diaphane Corporation received the first patent on a transparent, flexible cylindrical bag. In the days before polyethylene had proved its strength and flexibility, the bag was limited in its uses as it was manufactured in cellophane. It was used primarily in the packaging of dry materials for consumer use. This however, is the basic design which is now being used in the circular bottomed liners and the pioneering of this new idea in shipment. The manufacturer has perfected a high speed machine for the manufacture of the liner to reduce still further the cost of this method of shipment.

The third major step in this development was instigated at the insistence of Rohm and Haas, chemical

manufacturer. They had a tremendous problem with the shipment of liquids (textile and leather dyes) primarily due to the fact that they were shipped in wooden barrels. Because of the cost factor the barrels were used and re-used to the point of collapse, at which time damage or loss usually occurred. Rohm and Haas started a research program with the hope that an alternative could be found. In this project they received the fullest cooperation from their suppliers with the result that in 1951 a patent was issued to the company for the assembly of a specially constructed 55-gallon fibre drum. The main feature of this package being a separate polyethylene liner at that time in envelope form, later to be changed to the present circular bottom form. Pinching, undue stretching or other damage to the plastic envelope was prevented by a special kraft boot. This boot is still used. It is extensible about 25 per cent in any direction, and is placed between the liner and the drum, extending upward some 10 to 12 inches from the bottom.

Two years of increased use, further research and exhaustive tests have proved the liners' value to the adhesive, food, soap and other fields.

Simple Leak-Proof Closure

In some cases square corrugated containers are used as outer shippers. Filling in practically all cases remains the same. The open top of the plastic liner is allowed to overlay the top chime of the drum. A disk of the same material is placed over the open end after the drum is filled and before the lid is positioned. A full gasket is cemented to the underside of the lid, and when the drum is closed, this gasket seals the polyethylene disk securely against the overlay portion of the liner. Thus the package may be opened and resealed repeatedly.

Reduces Shipping Costs

Tare weight for a car load of metal drums is 10,000 lbs. to slightly more than 4,000 in the case of polyethylene and fibre. Where product weights are heavy even greater emphasis is given to this combination. Davies-Young Soap Co., Dayton, Ohio, is now shipping solid soap in 55 gallon drums with the plastic liner serving to prevent contamination of the soap by the inside coating of the metal drums normally used. The toughness and strength of the heat-sealed bottom permits congealing products which form solids to be poured into the containers while still hot and in liquid form.

Although the polyethylene cylindrical liner is slightly more expensive than the flat or envelope type, kraft or laminated material, its' functional construction overcomes this difference in cost by its method of insertion and near perfect fit.

—Photos & Data Courtesy of Diaphane Corporation



Components of the Rohm and Haas drum-film liner package before assembly. They include, clockwise, the steel lid and locking ring, the fibre drum, the polyethylene disk, full-round sponge rubber gasket, the polyethylene liner and special kraft boot to avoid pinching.



Illustration shows drum ready for filling. To prevent air pockets forming and insure no lost space a small rubber tube is inserted between the liner and the drum. This permits any air to escape during filling.



Open end view of liner placed in drum ready for filling. Note lack of waste space as circular bottom is flush at all points.

Trucking Industry Presents Program On 50th Anniversary

ON A NOTE OF PRIDE in past achievements and high hope for an even brighter future, the American Trucking Industry completed celebrating its 50th anniversary last month by revealing a sound six-point program for the continued growth of the industry.

The program augments these facts revealed by the Independent Advisory Committee to the Trucking Industry, Inc.: American shippers moved 75% of all their freight tonnage by truck in 1952; a fleet of 20 million trucks and trailers—more than double the number of similar units currently in operation—will be required to satisfy shipping needs in the next decade; the ratio of trucks per capita is now one for every 16 persons in the nation; the motor transport industry employed six million persons in 1952 or one job for every 10 in the country; trucks and trailers performed a vast 140 billion ton miles in 1952.

ACT, in calling for support of the six-point program, explained: Truck transportation has helped charter the course of our national development, build new communities, knit older ones closer together—to become the nation's largest industrial employer.

Noting that the industry's "vigorous growth had become a vital part of the continuous, efficient transportation system upon which our nation's existence depends, and providing as in no other mode of transportation, the greatest degree of participation by small business," the Committee offered its utmost efforts during this 50th anniversary to developing the industry's future for the public welfare. "It is for that reason that we

Photo of the Month

In celebration of 50 years of successful commercial use of the motor truck, SHIPPING MANAGEMENT has devoted almost half of its editorial space this month to a trucking section which includes articles on the history of trucking, truck transportation companies, centralized checking systems, public warehouses and warehouse construction. The Photo of the Month gives an idea of the enormous amount of activity which goes on in the modern truck terminals of Associated Transport, Inc., the largest truck transportation company in the East. The complete story of this giant trucking company and the wonderful transportation and shipping job it does is told on pages 14 and 15.

who represent the drivers' unions, trucking operators, trucking equipment suppliers, have joined hands so that motor transport may do an even better job of serving the American people," the Committee said.

Six Points

The ACT program is based on these points:

Fuller Understanding

"1. To achieve a fuller public understanding of the trucking industry's final contribution to America's welfare, and to assume its full share of responsibility, not merely to a great economic enterprise, but to the nation whose very existence—in peace and war—depends on transportation.

Modern Highways

"2. To seek new opportunities for the trucking industry to serve the American people, and to aid in keeping the industry ever alert to the danger of military attack upon this nation. The committee believes that the construction and maintenance of a nation-wide modern highway system is an absolute necessity in this age of the H-bomb. We also believe it essential that assurance be given that an adequate supply of steel, rubber and other scarce materials be made available to the industry in time of emergency and war.

Complete Cooperation

"3. To strive for complete cooperation between the industry and government agencies at all levels, national, state and municipal. Our industry, for example, is asking the federal government to eliminate discriminatory policies and practices against the trucking industry as to operations, regulations, financing and consolidation. We believe that more U.S. mail should be transported in trucks since in most instances it is cheaper, quicker and safer.

State Road Surveys

"4. To work with all public and private agencies dedicated to the development of a safe and adequate highway system. In this regard, our committee is urging state governments to undertake an up-to-date survey



Very like a wagon was the early type of Fruehauf trailer seen above attached to a Model T Ford. This trailer, built in 1915, for the F. M. Sibley Lumber Company of Detroit.

of roads and highways; to classify them according to traffic usage and importance and establish realistic, equitable regulations for all who have to use the highways for business and pleasure.

Increase Nation's Benefits

"5. To further motor transport and increase its benefits to the nation by stimulating and promoting research and education as well as new economic opportunity for this key industry.

Constructive Competition

"6. To combat all threats to constructive competition in the transportation field. Inasmuch as the trucking industry carries 75% of all freight tonnage in this country, we believe it is to the interest of all that the industry be aided in its development."

President Dwight D. Eisenhower, in a letter of congratulations to Dave Beck, President of the International Brotherhood of Teamsters (AFL) and Chairman of ACT, said: "The thousands of men and women of the trucking industry have contributed vitally—both in peace and war—to the nation's civilian and defense transportation needs. With Americans in other transportation industries, they are performing a service of which we can all be proud."

Advancing Levels

"Today the trucking industry continues to serve shippers and the nation at continually advancing levels. More and more businesses are turning to trucks to provide more and more services. And more and more communities—the latest count was over 50,000—are entirely dependent upon motor transport for everything that comes to them. Big manufacturers now ship more by truck, and the makers and suppliers of equipment for the trucking industry itself have also become important users of trucking," a committee spokesman said.

"The fleet the shippers use today totals 9.5 million

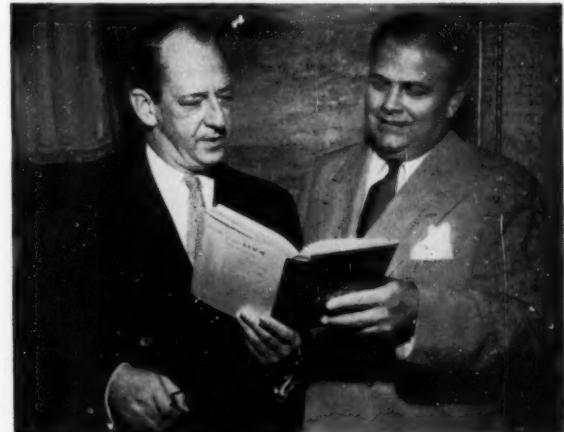
marked the birth of trailers as we know them today. This gig is actually still operating at the Sibley Lumber Company in Detroit.

trucks and trailers—more than in all the rest of the world. The nation's farmers own and operate about three million trucks; about 1,300,000 are operated by for-hire companies; and 4,600,000 by private industries, manufacturers, processors, meat packers, dairies, and similar enterprises.

"The size of the motor transport industry is deceptive—perhaps because it is primarily small business (more than half of its trucks are owned by individuals having only one truck). But these trucks haul 85% of America's milk and 92% of its poultry; 63% of Detroit's automobiles. And some industries like New York's sprawling garment center, which makes most

(Continued on Page 31)

Former AEC Chairman Addresses Calif. Motor Transport Affair



Gordon Dean (left), recently retired Chairman of the United States Atomic Energy Commission, shares a look at his new book, "A Report on the Atom," with Roy Fruehauf, president of the Fruehauf Trailer Company. The meeting took place in Los Angeles at an affair marking the 50th Anniversary of Motor Transport in Southern California where Dean addressed a gathering of more than 1,000 Los Angeles and Southern California businessmen.

Trucking Companies Achieve Major Carrier Status

OF THE FOUR MAJOR FORMS of transportation, air, sea, truck and rail, it is truck transportation which has shown the greatest strides in the past fifty years. Air freight still has to realize its greatest potential, while water and rail have stabilized as giants in their respective areas. But it is truck transportation, which appropriately enough in the fiftieth year since trucks were first successfully used commercially, can state that it has at last achieved major status.

Obviously the trucking industry has had to depend on the vastly increasing net work of roads over the nation, and particularly the last 15 years development of the super-highway, to attain its full ability to produce the major services it now provides.

Consolidation of Lines

Within the last 12 or 15 years consolidation of truck lines, regular contract services over specified routes, and construction of terminals at strategic points, have all made possible a regularity of service, and fulfillment of schedules which is close to time-table efficiency. This fact, coupled with the enormous flexibility and dynamic operation of trucking services make it apparent that the future of trucking is still before it, and if trucking has become another of the great carrier giants in the last fifty years, what may happen in the next fifty may truly dwarf all past developments.

Large truck transportation companies have developed in several regions of the country, through the consolidation of important independent lines into a single, working, efficient unit. One such truck transportation company, Associated Transport, Inc., is the outcome

of the consolidation of seven large companies in the Eastern and Southern region not much over a decade ago. During 1952 this company did \$40,000,000,000 of gross business, almost double what it had made in the first full year of consolidated operation. Last year Associated Transport made a single purchase of 600 truck trailers and 500 motorized tractors, the largest such purchase made by a trucking company in history.

According to Eugene I. Kleinmetz, an Industrial Engineer at Associated Transport's New York headquarters, there are four major reasons for the recent spectacular growth in shippers favor of truck trans-



Above: Checker gives instructions to trucker in AT terminal. All work is scheduled and coordinated as in any other major carrier operation—yet there can be and is considerable flexibility in the timing of trucks departures.



Left: Typical terminal operation of a modern truck transportation involved the use of as much mechanized materials handling equipment as possible. The structure itself is designed to feature large open bays with a minimum of supporting pillars to get in the way of free movement.

Right: modern titans of the road carry full loads on regular schedules over a constantly spreading network of fine roads, and into market areas not touched by other types of carriers. Below: major road network of Associated Transport, Inc., covers 14 Eastern states. Terminals are scattered throughout the region.



portation companies. These are: speed, economy reliability and convenience.

Mr. Kleinmetz pointed out that there are six ways in which the truck transportation company offers speed as an accommodation which shippers have increasingly sought:

Offer Door-to-Door Service

Firstly, the large truck companies are able to offer door-to-door service to the shipper, a most valuable commodity, and a saving in shipment and transshipment which is often almost incalculable. Secondly, highway distances from one specific plant to another are almost always shorter than other ground distances. Consequently transit time from point-to-point is frequently shorter. Coupled with the advantage of point-to-point speed is the flexibility of motorized units in being able to make en route pick ups and deliveries.

A big company, such as Associated Transport, can offer direct single line coverage in many of the areas served. Thus the shipper can load at the door and be certain that one carrier will take his goods directly to the door of the receiver. This type of service is afforded by Associated Transport in the major parts of 14 states.

Trailer load capacities are much smaller than those of freight cars, as a result of which they fill quicker and make possible greater frequency of schedule.

Trucks can leave on a schedule as frequent as every five minutes. Every trailer has its own power unit. In the event that a power unit breaks down another unit can quickly be obtained, and the truck is on its way once more. The large truck transportation companies keep space units at their numerous terminal locations. Certain key terminals are set up as pick-up terminals where new shifts of drivers take over the same load, and keep it going right on schedule. Local drivers are used to take care of local runs.

For long runs, particularly in the West, sleeper cabs are often used. In this operation one driver sleeps in a comfortable bunk while the other driver spells him.

Trucks need not adhere to rigid schedules. They can leave as soon as they are full and they can also utilize night-time hours when roads are empty. Such problems as switching and waiting for trains are thus eliminated.

Economy Factor

Economy factors in shipping via truck enable businessmen to carry reduced inventories as a result of a faster turnover of stocks, and maintain broader market areas. Utilization factors include having the driver and helper assist in unloading, thus lessening handling costs, and eliminating the cost of special pick up and delivery service.

A costly tie-up in capital, in the maintenance of warehouses and in the over-all building up of costs is cited as an important factor in making the rapid turnover of goods so great a feature of truck transportation. Thus it is found that in the overall picture truck transportation is economically less costly to the industrial shipper.

Broader Market Areas

With the current tendency to decentralize industry, partially as a safeguard against war, companies have scattered all over the landscape. Many new plants do not have ready access to railroads, and are made available to highways through feeder lanes to the main

(Continued on Page 26)



Above: the checker, such as the one shown in the photo at left below, sits in an elevated dome in the terminal, from

which he has a view of Braswell's Los Angeles terminal dock. It's large and free of obstruction.

Centralized Checking System Halves Handling Time

TIME HAS TAKEN A LICKING at the Los Angeles terminal of Braswell Motor Freight Lines. Half the total man-hours which previously went into freight handling operations are saved by a centralized checking system in use there.

One checker in a raised, glass-enclosed control tower, using two-way electronic equipment, handles movement of freight in or out of nine trailers. Two men in the system's nerve center can direct sorting, loading or unloading operations of 19 trailers. That's efficiency that brings economy and directly benefits all down the line—from Braswell dispatchers to the men who drive the firm's International Harvester trucks.

Full appreciation of the impact of the unique system is possible by a comparison of the firm's present and past freight-handling practices in Los Angeles.

Originally, four-man crews were used to load and unload each trailer at the Braswell docks. Two men

carried freight onto the dock on hand trucks or with fork lifts; one picker unpiled and sorted the load and the fourth man checked the cargo against waybills and gave instructions on where to place it.

Transfer Point

Moving 500,000 pounds of inbound and outbound freight daily was done efficiently, but not without occasional confusion and waste of time and effort. This was bound to occur. A great percentage of Braswell freight trucked to and from seven terminals in Texas and two in Arizona was transferred at the Los Angeles station, en route to its destination.

When Jodie V. Braswell, the firm's youthful president and general manager, Henry J. Jones, general traffic manager and R. A. McCormack, Braswell's Los Angeles Division manager, visualized the need of a

(Continued on Page 30)



Checker has commanding view of entire dock. He is here shown broadcasting instructions on the inter-com machine to sorter-loaders.



The circuit is completed. Sorter-loader, standing in trailer, is getting his instructions. Note portable receiver on right truck wall.

Public Warehouses Solve 3 Major Shipping Problems

WHAT DISTRIBUTION areas can I best serve through the use of public merchandise warehouses?

Which city (or cities) in these areas are best for the location of warehouse stocks?

What warehouse (or warehouses) should I use in each city?

These are the three major questions which the manufacturer seeking to *improve* his distribution and at the same time *lower* his distribution costs should ask himself as a basis for his selection of public merchandise warehouses with which he will do business. They are questions which call for much thought and study if they are to be answered properly—and the correct replies are of utmost importance.

Wrong Answers From Wrong Facts

Too often a shipper bases his decision on whether or not to use warehouses at a certain point on a much more casual examination of the facts—and so frequently comes up with the wrong answer. For instance, a manufacturer contemplating placing stocks in a warehouse may take into consideration only the warehouse rates, adding them in as additional sales expense, thereby reaching the erroneous conclusion that such a stock would be unprofitable.

If every shipper, manufacturer or distributor based his decision on whether or not to use warehouses on such faulty logic, there would be no warehouse users. However, thousands of firms *do* use warehouses—and find them the economical, efficient answer to distribution problems. These firms correctly base their decisions on a consideration of all phases of the matter, giving careful thought to the many economies to be gained and advantages secured through the use of public warehouses.

Commodities Particularized

Naturally, the same "yard stick" of the value of placing stocks in public merchandise warehouses will not measure for all lines of business, or, as a rule, for any two shippers even in the same class of merchandise. Each commodity requires some particular treatment or handling unnecessary to other lines; each shipper must be rendered some individual service his competitors do not find essential.

Nevertheless, there are a few fundamentals which determine whether stocks are or are not necessary to

a shipper's distribution in a certain area. It is a working knowledge of these fundamentals and their application to his own problems which will aid a shipper in answering the question: "What distribution areas can I best serve through the use of public merchandise warehouses?"

Seven Basic Questions

First of these fundamentals is the manufacturer's sales volume—or prospective sales volume—in areas distant from the factory, areas in which he cannot effect twenty-four hour factory-to-you delivery. This can be determined from a series of questions whose answers should be readily available in the prospective storeroom's own records or his knowledge of trade conditions.

1. Are my customers in this area purchasing as much of my goods as they can use?
2. If not, is it because they do not correctly anticipate their needs, and so are forced to buy locally in emergencies?
3. If they are securing a portion of their requirements from local sources, does this mean that they are putting my competitor's goods on their shelves?
4. If so, doesn't this open the door to competition to make further inroads on my trade?
5. Should I protect myself from such inroads by placing my own stocks locally in public warehouses?
6. What may I expect in increased volume to present customers and in new business as a result of warehouse stocks?
7. How many buyers are there in the area whom I have previously been unable to sell because of delay in making deliveries?

If the replies to these questions indicate a potential increased volume of sales which will more than off-set the expenditure for warehousing (as they will more often than not), then the prospective shipper should have no further doubt as to the necessity for using public warehouse stocks to serve the contemplated area.

If, however, there is still a question in his mind, a thorough examination of applicable freight rates is then indicated. Comparison of the lcl factory-to-customer rates with the carload freight to the warehouse plus less carload tariffs from the warehouse to final destination will reveal, in most cases, a real potential



The General Office and Terminal of Akers Motor Lines, Inc. at Gastonia, N. C. General Office Building (foreground), garages (right center), loading & unloading platform (left center) and parking lot for tractors & trailers (rear), are shown in the photographs above. Note the vast extent of this

headquarters and terminal operation as seen against the acreage of the drive-in movie theatre next to it. Over 100 trailers are shown in this picture. This company, one of the largest in the East, operates 1200 pieces of equipment.

saving. And the difference is even greater for merchandise sold in the warehouse city itself.

With all of this information in mind, the manufacturer or shipper should be able to answer correctly the first of his important distribution questions: "What distribution areas can I best serve through the use of public merchandise warehouses?"

Next problem is to achieve an equally well-founded answer for the second question: "Which city (or cities) in these areas are best for the location of warehouse stocks?" Cities to be considered are those which are ready markets for the shipper's merchandise and which offer excellent rail, highway or marine facilities for both receiving and reshipping the manufacturer's goods.

Merits of Cities

Several cities fitting this description will probably be found in each distribution area. The relative merits of these cities as points for warehouse stocks should be determined on the basis of the following data:

1. Carload freight rates from factory to each city.
2. Less-than-carload freight rates for reshipment from each city to each important final destination point in area.
3. Transit time of lcl lots of freight from each city to various final destinations.
4. Similar rates and transit time for highway, freight or marine shipments.
5. Package car service and peddler car service available in each city.
6. Back hauls necessary from each city to final destination points between factory and city.
7. Local present and potential sales volume of each city.

From this data, the manufacturer and/or shipper can then determine from which city he can serve his customers and potential customers most economically

and in the best time. In some cases, a close examination of the facts will indicate that the most advantages can be gained by placing warehouse stocks in two or more cities in the area. Whatever the decision, the question of which city should be used for the placing of warehouse stocks has been scientifically answered.

This leaves only the third and final problem to be solved: "What warehouse (or warehouses) should I use in each city?" Again, this is a question for serious consideration, for there are many factors involved. Many companies who are regular users of merchandise warehouses have through the years evolved their own scorecards for selection of individual warehouses.

Basically, however, although these scorecards have been tailored to fit individual needs of product and shipper, the questions which they ask are much the same:

Is the warehouse well located with reference to transportation facilities and the retail and jobbing sections of the city?

Does it provide the type of building best suited to the storing of my product?

Is it offering, or willing to inaugurate, the services which I will need?

How do its rates for storage and handling compare with other warehouse firms in the city?

What is this warehouse's financial standing?

Does it use up-to-date material handling methods?

How does it rate in the matter of cleanliness and "good housekeeping?"

Is its staff of the right size and experience to handle my product well?

What is the attitude displayed by the warehouseman?

Does he have a complete knowledge of local conditions such as will prove of value to me in this city?

Each manufacturer will probably find it wise to

(Continued on Page 29)

Warehouse Truck Terminal Must Be Designed For Modern Materials Handling

By FRANK L. WHITNEY,
Chief Engineer
Walter Kidde Constructors, Inc.

AS A RESULT of the almost revolutionary change in the distribution system during and after World War II, due in great part to the development of a highly organized system of truck transportation, a new building type—the warehouse/truck terminal has appeared on the industrial scene. To meet the constantly growing need for this type of structure, architects and engineers have given much thought and study to a design offering both economy and efficiency in construction and operation.

In the design of a warehousing facility or truck terminal, the architectural approach is almost completely the economical building. This approach follows from the fact that the developed cost of the structure itself is a large part of the total operating cost of a warehouse. In a manufacturing facility building, on the other hand, building cost might run only a third of the equipment cost—and in some process facilities even less than that. The warehousing or trucking facility is a design and engineering challenge not only because of the importance that the cost of the structure will play in the operation, but also because of the highly competitive nature of the field.

One of the most typical solutions of a warehousing problem is the use of a masonry bearing wall with a light open-web, long-span joist roof. This type of wall is economical because it not only acts as a "curtain" but is also a "working" wall in that it serves to support the roof; otherwise, the roof would require a supporting frame. Its one big disadvantage is its inflexibility for future expansion. However this is often offset by the fact that in the warehousing and terminal field new facilities can be separate units without adding to the difficulty of operation.

Column Spacing

An important factor to be considered is the provision of spans that can accommodate the maximum palletized storage. One bay spacing which has been developed, and seems to be admirably suited for most warehouse layouts, approximates the 24 by 33 foot bay. It facilitates the use of relatively economically wide flange sections which can be either cantilevered over the columns or more simply connected.

From the point of view of interior layout and design, the warehouse and truck terminal should not be lumped together. In a sense, a warehouse is the opposite of a truck terminal; the warehouse stores the goods, while the truck terminal is designed to speed a handling process with an absolute minimum of storage.

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★ NEWS REVIEW ★

A digest of recent activities in the packing and shipping field

ASSOCIATIONS

COMPANIES

BRANCH MOTOR ELECTS BUTENSKY PRESIDENT

Branch Motor Express Co. has announced the recent election of Meyer J. Butensky to the office of President of the Company. Mr. Butensky had been Executive Vice-President of the firm.



MEYER J. BUTENSKY

He is the New York State representative on the Industrial Relations Committee of the American Trucking Association, and, in addition, holds many other posts in numerous transportation and traffic organizations throughout the East. Plans for 1954, according to Mr. Butensky, including enlarging two of the firm's terminals, expansion of the truck fleet, and furtherance of the company's educational campaign for steadily improved safety measures.

WATERPROOF PAPER MFGS. ASSN. OPENS NEW HEADQUARTERS

Philip O. Deitsch, Administrative officer of the Waterproof Paper Manufacturers Association has announced that the Association's new headquarters at 11 West 42nd Street, New York, are now in operation. The new offices have facilities for the exclusive use of all members of the industry when in New York.

Expanded facilities have also been provided for administrative personnel of the Association's headquarters staff. Entrance to the building is also possible through 20 West 43rd Street. The completely air conditioned and refurnished offices are approximately 2,200 square feet. The old offices were located at 19 West 44th Street.

TRUCK ASSOCIATION NAMES NEW SEC'Y FOR CUSTOMER RELATIONS

Appointment of James A. Doyle of Washington, D. C., as Acting Secretary of the ATA Customer Relations Council was announced today by General Manager Ray G. Atherton of American Trucking Associations, Inc.

Doyle will serve as staff member handling the affairs of ATA's national organization of trucking industry sales executives and sales representatives.

SISALKRAFT ANNOUNCES MERGER WITH MANUFACTURING DIVISION

The Sisalkraft Co. announced a merger with its manufacturing division, The American Reinforced Paper Co., effective January 4, 1954. The organization was renamed American Sisalkraft Corporation. The firm, which manufactures a line of waterproof papers, insulation and box tape products, will move certain key personnel to its plant headquarters in Attleboro, Massachusetts. Regional sales offices will remain in Chicago, New York and San Francisco.

"The change," says W. N. Stevenson, President, "means a more integrated, efficient organization resulting in improved facilities for better service and better products for our customers." One highlight of the move will be increased activity in merchandising and research techniques.

INDUSTRY "OSCAR" WON BY GAIR CO. FOR BEST ANNUAL REPORT

In the final ratings of the independent board of judges in the thirteenth survey of 5,000 annual reports, conducted by Financial World magazine, Robert Gair Company, Inc., New York, was judged to have the best annual report of the paper-board container industry. The bronze "Oscar of Industry" trophy was presented to the Gair company at the magazine's annual awards banquet recently. This marks the seventh time the Gair company has won—two firsts, three seconds, and two thirds.

WOODEN BOX ASSN. CONVENTION TO EXAMINE 1954 MARKETS

A thorough discussion of the prospective 1954 markets for nailed wooden boxes and crates and analysis of business conditions as they affect the industry will highlight National Wooden Box Association's 55th annual meeting to be held Jan. 21-22, at the Drake Hotel, Chi.

Fields where nailed wooden packages are presently used will be examined carefully as will prospective markets not presently being served by the industry.

An ammunition box conference, open to NWBA divisional members and officers, and to representatives of ordnance plants and military agencies, will be held the morning of January 21. The regular NWBA sessions will be formally opened at 2 P. M.

Manufacturers and distributors of shipping and packing equipment, traffic schools operated nationally, and others with products of interest to our readers are cordially invited to submit items to the News Review Department, Attention, Mr. Alfred Zeff, News Editor.

ATLAS PLYWOOD OLDTIMERS TOTAL TWO CENTURIES OF EXPERIENCE

More than two centuries of experience in plywood manufacture and sales are represented by this group of Atlas Plywood Corporation oldtimers all of whom joined that organization before 1930. Taken at the 8th Annual Exposition of the Society of Industrial Packaging and Materials Handling in Boston,



Atlas Plywood oldtimers gather together at recent SIPMHE show.

Mass., the photograph shows, from left to right: Sales Engineer C. I. Batchelder, Vice President R. A. Muller, Sales Engineer C. A. Piper, Sales Manager F. M. Horton, President E. I. MacPhie, Sales Consultant H. C. Hadd, Sales Engineers H. Barnes and J. H. Belew, Manager of Research Laboratory B. D. Burrage.

BROWN-BRIDGE MILLS ORGANIZES EMPLOYEE QUARTER-CENTURY CLUB

The first meeting of The Brown-Bridge Mills Quarter Century Club was held recently at the Troy Country Club, Troy, Ohio. Those eligible to attend the banquet were P. H. Bridge, J. A. Shartle, S. R. Bridge, Rudolph Berchtold, A. W. McAfee, C. G. Minnich, B. L. Stewart, S. J. Yount, D. M. Weaver and Delbert Breese.

All members of the new club were presented with gold wrist watches for their service to the company. Other company benefits were also extended to the employees who have given twenty-five years of service.

BINNEY & SMITH CO. MOVES TO NEW LOCATION

Binney & Smith Co., manufacturers, importers and exporters of blacks, colors and chemicals, have announced a change in their address. Their new offices are located at 3801 Madison Avenue, New York. They were formerly at 41 East 42nd Street, New York.

“LISTEN, Mr. Traffic Manager”

Small Innovations Can Add Up To Major Improvements



IN ANY PROFESSION OR BUSINESS OPERATION. There is always the tendency to accentuate the large things pertaining to the efficient operation and to neglect the small things. By neglect, we did not necessarily mean that we overlook them, but when we observe the operation as a whole, the small things are passed by and the major aspects are viewed with considerable interest. There is no question that the major aspects are the largest contributing factors, but by the same token there is a multitude of small factors which serve their part. Often times, many small factors contribute much more in proportion than do the major ones.

Another feature of the small contributing factors is that they are largely brought about by individual effort and ingenuity and are not part of a master plan which has been then conceived by many minds. The number of contributions by individuals reflects largely not only on the efficiency, but the morale of the department. This is true in traffic; even more so than in the majority of occupations.

By the same token, many large innovations or changes are brought about by the evolution of small and oftentimes inconsequential ideas. One of the small but extremely helpful additions in our traffic set-up is the carrier chart or carrier compartment which is pictured here. This compartment, as you can see, is made to hold bills of lading for the majority of carriers which serve our shipping operation. In addition to this, there is a place for the carrier to sign his bills of lading.

Avoids Confusion

The complete operation is simple, yet saves the confusion resulting from many truck drivers arriving at the same time for their material, wondering how much they have, and having to look around for their bills of lading. This operation is as follows:

The shippers or packers in the truck or forwarding packing division make up their orders each morning and indicate on the back of the shipping order the number of cartons and the contents of each carton. This is called a shipping manifest and is used mainly for checking shortages and so forth when we receive a complaint from a customer. The shipping manifest

also indicates, in addition to the number of cartons, the weight of each and the total weight on the shipment. The shipping order also indicates the routing for that particular material. Upon completion of the order, these papers are shunted into a central shipping



The carrier compartment, an innovation used by Mr. Dominie's firm in its traffic set-up, is made to hold bills of lading for the majority of carriers who serve their shipping operation. Shelf at top gives carrier space to sign his bills of lading.

office where one clerk separates the orders by carrier. This clerk then proceeds to make out the bill of lading for each shipment and as each is done merely puts it in the slot designated for that particular carrier.

On the back of each fork lift truck, which is operated by a materials handler there is a box which accommodates finished or signed bills of lading.

Palletize Material

The material for these particular carriers is spotted on pallets in the outgoing area. Now, when the truck

(Continued on Page 28)

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★ TRAFFIC REPORTER ★

THE APPLICATION OF DOCKET 28-300 RATES was the topic for discussion at the last regular meeting of the Omicron, N. Y. chapter of Delta Nu Alpha. The meeting, open to all persons in the traffic and transportation fields, was held at the Pennsylvania R. R. YMCA in Penn Terminal.

* * *

JOHN S. CARLSON has been appointed director of transportation for the Stauffer Chemical Company, it was recently announced.



JOHN S. CARLSON

Mr. Carlson became associated with Stauffer as traffic manager of the eastern division in 1948, when he organized the company's first traffic department in New York City. In 1952 he was named general traffic manager for all traffic in the eastern, southern California and northern California divisions, a post he held until his new appointment.

A graduate of New York University with a B.S. degree in traffic management, Mr. Carlson is a member of the Traffic Club of New York, Inc., the National Freight Traffic Association, and the National Industrial Traffic League.

* * *

AN ADDRESS BY H. A. TURNER, Assistant Traffic Manager, Missouri Pacific Railroad, was scheduled for the last meeting of the Industrial Traffic Managers' Association of Kansas City. Mr. Turner's address, entitled "America's Railroads—the Greatest Transportation System," was to be followed by a discussion period directed by Rate and Classification Committee chairman, Paul M. Ashe, Traffic Supervisor, Westinghouse Electric Corp., Aviation Gas Turbine Division.

Packing A Punch

(Continued from Page 6)

and DC-7s—which have varying distances between their main landing wheels and nose wheels.

The ground floor of the air dock will have three main sections: one for baggage claiming, another for cargo handling and a third for equipment that will heat or cool the cabins of parked planes.



The committee who arranged the Joint Industry Conference on Cushioning and Packing: (seated, left to right) Harry Dieendorf, Materials Management Center consultant; Eltravis Van Wagnen, Co-ordinator of Military Preservation and Packing, General Motors Overseas Operations; Dr. Elias Klein, U. S. Naval Research Lab.; Dr. Spencer A. Larsen, Director, Materials Management Center; L. A. Danse, Production Engineering Staff, General Motors Corp.; Clinton K. Royce, Clint Royce Associates; and George Demorest, Ass't. to Director, Materials Management Center.

Cushioning in Packing Conference Held in Detroit

MORE THAN 250 INDUSTRIAL and commercial packaging experts attended a two-day Joint Industry Conference on 'Cushioning in Packing', held at the Rackham Memorial Building in Detroit on December 7 and 8, 1953.

Sponsored jointly by the Materials Management Center of Wayne University and the General Motors Corporation Preservation-Packing Committee, the program included 24 technical papers. The nine papers in the first day's sessions dealt with cushioning principles, techniques, and test methods. The remainder of the papers in the second day's sessions discussed cushioning materials and their applications.

Discussion periods were held following each morning and afternoon session.

Great interest was shown by the conferees in the

first day's sessions which demonstrated that cushioning means and methods can be engineered by analytical methods and their effectiveness proven by various testing methods. Most of those attending agreed that more on-the-job education was needed in the field of package cushioning to help avoid the time consuming and more expensive cut-and-try methods that are often substituted for analytical methods.

A bound volume containing all the papers at the conference, constituting the first handbook-type information on cushioning in packing, was presented to the registrants following the second day's sessions.

Arrangements for the conference were made by a committee including L. A. Danse, Engineering Staff,

(Continued on Page 31)



A panel discussion following the Cushioning Materials and Applications Session on December 8. On the stage are: (standing at display table), E. B. Candel, General Electric Lamp Department and National President of SIPMHE; (seated, left to right); Dale Gasch, Prod. Dev. Engr., American Excelsior Corp.; R. F. Ettinger, Dev. Engr., Western Felt Works;

Larry Bever, Blocksom and Company; L. J. Beaulieu, Tech. Dir., Sherman Paper Products Corp.; E. O. Lieberg, Ind. Sales Engr., Wood Conversion Co. and A. W. Gaulke, Sales Engr., Vanant Co., Inc. Standing at the rostrum is session chairman Eltravis Van Wagnen, Co-ordinator of Military Preservation, General Motors Overseas Operations.

Package Engineer Activities

New Board of Directors Picked By SIPMHE, Weber Honored

Six new directors for the Society of Industrial Packaging and Materials Handling Engineers were appointed and four others were reappointed at a meeting of the national officers of the organization in Chicago last month.

Three new regional directors were among those chosen. They are: Eastern, Frank W. Green, industrial consultant, Springfield, Mass.; Central, A. M. Lownsbury, Railway Warehouses, Inc., Cleveland, Ohio; Western, C. L. Lippman, Columbia-Geneva Division, United States Steel Co., San Francisco.

The other three new directors are Dean H. C. Rountree of Temple University, Philadelphia; P. O. Vogt of General Electric Co., Schenectady, N. Y., recently retired as chairman of the board of SIPMHE; and J. L. Ware, American Excelsior Co., Chicago.

Reappointed directors by the officers are R. C. Cragg, Gould-National Batteries, Inc., Chicago; R. H. Freeman, Miller Wrapping and Sealing Machine Co., Chicago; W. L. Utley, Towmotor, Inc., Cleveland; and M. C. Weisenhorn, Jiffy Bag Co., Chicago. Presidents of the 16 SIPMHE local chapters also are directors.

At a meeting of the new board of directors, a lifetime membership in SIPMHE was voted for R. F. Weber, recently retired from International Harvester Co., in recognition of his efforts as first president and first chairman of the board of the organization. Gift certificates were voted for Vogt and Ray C. Sell of the Koehring Co., Milwaukee, who recently retired as chairman and vice-chairman, respectively, of the board.

23rd Annual Packaging Show Will Be Largest Says AMA

The American Management Association's 23rd National Packaging Exposition in April will be the largest in the history of the event, according to spokesmen for the association.

The exposition, national market place for the fast-growing packaging industry, will be the highlight of National Packaging Week (April 5-8). Concurrent with it will be the annual A.M.A. Packaging Conference, also sponsored by the 17,000-member business educational association.

With the show still more than three months away, some 300 exhibitors already have reserved exhibit space approximately equal to the total area occupied by the record-breaking exposition held in Chicago last April, said the association. The final number of exhibitors participating in next spring's event, scheduled for April 5-8 in the Convention Hall at Atlantic City, N. J., a spokesman revealed, is expected to be almost 400. Last year 350 firms took up 125,000 square feet

of Chicago's Navy Pier to display the latest in packaging equipment, materials, and services.

Attendance also is expected to set a new record. The 1953 exposition drew more than 27,000 visitors. More than 143,000 square feet of floor space will be utilized at the Convention Hall. For the first time exhibits will be placed on the stage as well as on the boardwalk and lower levels. All space on the boardwalk floor has already been reserved, it was stated.

First Nation-Wide TIPAC Forum To Be Held In Toronto

The First National TIPAC Forum is to be held at the King Edward Hotel, Toronto, on Thursday, February 25, according to T. M. Dutton, general chairman of the Technical Institute of Packaging Association of Canada.

Objective of the one-day technical forum is to explain the newest trends in packaging research and to promote better packaging techniques in the various consumer and packaging trade groups. Entirely national in scope, the first TIPAC forum will include speakers from Calgary, Winnipeg and Montreal and it is expected that some 400-500 delegates will attend from every province in Canada.

Emphasis will be placed on the technical developments, Mr. Dutton stated. "For this reason, the program has been specifically designed to appeal to the technically-minded group in the packaging field, such as plant superintendents, production foremen, laboratory technicians and other technical and management people."

AAR Forms Group To Study Less-Than-Carload Handling

In an effort to improve the handling of less-than-carload freight, the nation's railroads are setting up a new research group to explore all phases of l.c.l. traffic, it was announced recently by William T. Faricy, president of the Association of American Railroads.

In authorizing the organization of the l.c.l. research group, the board of directors of the A.A.R. acted on a suggestion of the National Association of Shippers Advisory Boards, Mr. Faricy said. He pointed out that Chicago will be the center of the research activities of the group, which is to begin operations on October 1 as part of the A.A.R. Freight Station Section.

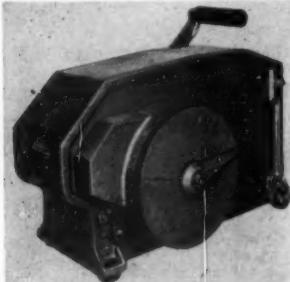
G. H. Hill, of Chicago, superintendent of stations and transfers, western region, of the Pennsylvania Railroad, has been named director of l.c.l. research, Mr. Faricy stated. Appointed assistant directors are H. M. Warner, of Chicago, chief of merchandise service for the Chicago, Milwaukee, St. Paul & Pacific Railroad, and Charles F. Yardley, of New Haven, Conn., transportation assistant of the New York, New Haven & Hartford Railroad.

NEW PRODUCTS & LITERATURE



TAPE DISPENSER

The Grip-A-Tab Model 81 (shown here) will dispense tape up to 30" on a single stroke and will accommodate tape up to 2" in width. The Grip-A-Tab Model 813 is identical to the Model 81 except that it will accommodate tape up to 3" wide.



Derby Sealers, Incorporated will also introduce the Grip-A-Tab Model 90 printer. This dispenser will print a code or message neatly and conveniently on pressure sensitive tape. The Model 90 printer will accommodate tape up to 1" wide and dispense pre-determined lengths from $\frac{1}{2}$ " to 4" on a single stroke of the lever.

MAILING BOOKLET

A second edition of a 16 page, illustrated booklet on faster and more economical mailing is being offered by Pitney-Bowes, Inc. The booklet reveals how postage and mailing expenses can be cut and how mail can be speeded through the company office and the post office. In addition, it illustrates new low cost postage meters.

QUICK-DRYING MARKING PEN

Named Tech-Pen, an all-purpose marking instrument by Mark-Tex Corp. writes clearly on any surface with brilliant, opaque, quick-drying ink. There is no felt tip or other parts to dry up or require replacement.

It can be used for sharp, smear-proof markings on glass, metal, wood, porcelain, ceramic, cloth, rigid or soft plastics, leather-porous and non-porous surfaces. The markings are permanent; and are said to resist the effects of temperature changes, weather, and most chemicals.

To remove the instrument's markings, any common solvent, such as carbon tetrachloride or toluol, can be used. All metal and precision machined, the pen comes with a supply of its own special opaque ink; with red, green, yellow, blue, black or white inks available. With every pen an extra ink supply, sufficient for 25,000 markings, is provided. Additional ink is available as needed.

AUTOMATIC PARTS WASHER

D. C. COOPER Co. has developed a new U/L approved Triple Automatic Parts Washer, for speeding processing and packaging of spare parts.

The washer was developed for cleaning metal parts, fingerprint neutralizing and rust proofing of spare parts.

Each of the 3 compartments is a complete tank, each with separate controls, so that any one tank can be used independently of the other. Each of the compartments is equipped with a rack upon which spare parts are placed. By pushing a switch the rack is lowered



to the bottom of the tank and automatically agitates the parts in the solution. By pushing a second switch, agitation stops and the rack rises flush with top of tank for unloading and reloading. All electrical switches and connections are explosion proof for safety. The rack is raised and lowered by air pressure.

SWEEPER EXHAUST ATTACHMENT

Parker Industrial sweepers now feature a catalytic exhaust attachment which reduces carbon monoxide to a ratio of 0.0 at both idling and governed speeds, the company claims. The attachment, developed and tested by Oxy-Catalyst Inc., is said to enable the motorized sweeper to be used in a confined area without endangering employees through harmful exhaust fumes.

The attachment is being made available as optional equipment on their entire line of motorized sweepers.

Literature and prices of products mentioned can be obtained if you drop a post card to News Editor, SHIPPING MANAGEMENT, 425 Fourth Ave., New York 16, N. Y.

Companies having new product stories should send them to the same address.

SPRAYED TOUCH-UP ENAMEL

O-D Touch-Up Enamel, conforming to MIL specifications for interior (MIL-C-6055) and exterior (MIL-C-6054) metal containers, is now available in convenient, easy-to-use spray cans from Greenwood Packaging Supply Co. This product meets Federal Specification TT-E-485. O-D conforms to color #613 of AN bulletin #157.



One advantage of the new spray can is the elimination of a set-up for a complete spray job when only a quick touch-up is required, claims the manufacturer. The spray can method is useful for handling scratch marks and for spraying over incorrect stencil markings on containers. To operate the can, remove cap and apply pressure. Intensity of spray can be regulated by pressure of finger.

COMMUNICATIONS BOOKLET

TelAutograph Corp. has released a booklet describing the importance of communications in materials handling operations. It details methods of using communications in handling incoming materials and in checking work in progress movement of materials. Illustrative sketches are included.

LABEL IDEA BOOK

Ever Ready's new 1954 three-color edition of its Idea Book of labels contains over 800 ideas on how to expedite shipping, sales, packaging, cautions, production and mailing; how to spark your trade-mark, collect your bills, mark your prices and generally get acquainted with labels and label uses. The idea book has been published for the past 40 years and is free.

ELECTRIC TAPE DISPENSER

Penn Tape Savers is now offering a fully automatic, electrically operated tape dispenser. The manufacturer maintains that this is the first machine of its type ever produced. It is claimed to feed, cut and dispense pre-determined lengths of any type of pressure-sensitive tape automatically. Speed settings up to 3 inches of tape per second can be used. The standard machine dispenses $\frac{1}{2}$ inch to 3 inch wide tape and in lengths from $\frac{1}{8}$ inches to 18 inches. Shorter or longer

(Continued on Page 27)

Traffic Managers and Shipping Executives

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Truck Companies

(Continued from Page 15)

roads. The country is gearing itself for any conceivable emergency, and trucks do an almost indispensable job here.

Trucks reach into market areas not previously served by railroads. They also economically serve areas where the railroads have been forced to give up because the lack of volume did not warrant continued operation.

Another saver is the practice of dropping an empty trailer at the firm. The company loads it. Then the power unit is called for to pick up the trailer and take it away.

Reliability of Truck Transportation

Minimum of rehandling, insurance, and improved services are listed as the main reliability characteristics of truck transportation. The minimum amount of rehandling required prevents damage and misloadings. Usually material doesn't leave the same trailer till it arrives at the receiver. Often arrangements are made with connecting lines for use of the trailer. Through an arrangement of payments between the companies use of the single trailer on the through trip is readily arranged.

Many truck transportation companies are adequately insured. AT is a self-insurer, as are some other very large operators.

The improvement of trucker services, Mr. Kleinmetz states, is so great that it would take an entirely separate article to tell what the truck transportation companies and terminal outfits have been doing. AT alone has installed 5 or 6 major super-terminals which are loaded with materials handling devices, drag lines, belt conveyors, central checking systems, mobile lifts, teletypes, and other equipment for rapid, efficient mechanical handling, shipping and trans-shipping.

Convenience of Truck Transportation Services

Sales forces of the trucking companies are locally staffed, allowing for direct personal contact between salesmen and shippers. In recent years many more salesmen have been taken on.

Truck Companies Continue Growth

As super-highways and major toll roads are opened east and west and north and south across the nation the role of the consolidated trucking company is bound to grow, and the competition it offers to other forms of freight, even in direct transit, is certain to be increasingly severe. The story of truck transportation companies is still in the writing, and their accomplishments must be recorded with the passing of every major milestone in transportation history.

New Products

(Continued from Page 25)

lengths are possible by the use of a special machine.

Overall length of machine, including 15 inch conveyor, is 35 inches. Width and height are both 12 inches. Weight is approximately 35 pounds. The machine operates on 110 volts A.C., 60 cycles, single phase.

FREIGHT FORWARDERS LIST

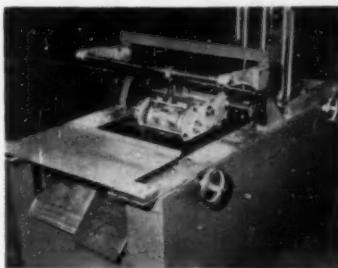
The latest revised list of independent foreign freight forwarders registered with the Federal Maritime Board under General Order No. 72 and issued by the Customs Brokers and Forwarders Association of America, Inc., is now being distributed. Published for the fourth consecutive time, the list has established its value and importance to the industry. In its current, or third, revision, the new list contains additions, changes and deletions, answering the demand for accurate, up-to-date information of the field. The list contains 1,200 firm names and addresses, covering the entire United States. It is available without charge.

TRADEMARK PRINTER

Printing trademarks and identification copy on flat, rigid and relatively thick objects is made possible with a modified version of the Markocoder "3M"

imprinting machine, manufactured by Adolph Gottscho, Inc.

Material to be printed is stacked in the machine's magazine which automatically feeds one piece at a time to the printing section. The printed piece is then discharged to a tote box or conveyor. Copy changes are made quickly and easily by the use of interchangeable die wheels.



The machine operates at speeds up to 60 units per minute and is adjustable to handle objects ranging from 2" x 2" to 9" x 9", and from 1/16" to 1/4" thick. Printing quality obtainable with the machine is reported to be sharp, clean and uniform. Fast-drying inks of almost any color may be used.

DOCKBOARD FACTS FILE

"Look Into These Facts About Dockboards" is the title of a new "facts file" prepared by Magnesium Company of America. Rather than placing emphasis on straight product information, it pre-

sents specific facts on magnesium dockboards used to bridge the gap between loading docks and rail cars and highway trailers. Separate sheets, housed in a permanent file folder, relate the actual cost of dangerous makeshift plates, why it pays to have a dockboard fitted to specific needs, and what many companies learned about bridgeplate costs through usage.

CONVEYOR LUBRICATION FOLDER

How to automatically lubricate entire conveyor lines—trolley wheels, chains, drives, carriers and rollers—without stopping the line, thus eliminating shutdowns for lubrication, work spoilage and hazards of lubrication is illustrated in a new catalog sheet distributed by the Alemite division of Stewart-Warner Corporation.

Alemite utilizes three products in industrial lubrication—conveyor trolley wheel lubricator, Accumeter centralized lubrication and Oil Mist all fully automatic. All are described fully in the folder.

TRUCK TERMINAL CONVEYORS

Citing savings made by truck terminals using their Towveyors, the Jervis B. Webb Co. has published a booklet describing methods of handling incoming and outgoing freight through the use of chain-in-floor conveyors. The pamphlet lists 16 advantages of the system in addition to listing existing installations where systems can be seen in operation.

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"Listen Mr. Traffic Mgr. . . ."

(Continued from Page 21)

driver arrives, he simply goes to the bill of lading box and takes out all those which belong to him. He then proceeds to sign the bills of lading and separates them, keeping his own copies and holding those which belong to us. He then hails a materials handler, identifies himself as such and such a trucker and gives the material handler the bill of lading. The materials handler quickly locates the material and for that particular carrier unloads it onto the truck, checking each shipment as it is loaded. As each shipment goes onto the truck, is checked and completed, the materials handler simply slips his copy of the bill of lading into the box on his fork lift truck. At the end of the day, all of the shipper's copies of the bill of lading are turned in to the central source where they are filed.

Although this system may, on the surface, seem quite simple, it in effect actually saves considerable time. First, as we have stated previously, the clerk making out the bills of lading does not have to spread them all over a desk or table in order to keep them separate. Secondly, the trucker is not held up if someone else is being loaded, or from signing and spotting his own material. Thirdly, the materials handler does not have to get off the fork lift truck at any time to check a load or pick it up. His documents are in front of him and he can easily and conveniently locate the material, load it on the truck and leave.

Process Bill Set Automatically

Another very simple thought, extremely time saving device is that which we use in conjunction with our I.B.M. machine in shipping orders. Our bill set is so made out that there are several copies of the shipping order and one copy of the packing slip which are grouped together with carbon paper between them. These shipping copies, so called, are run off on an I.B.M. machine which means that it is processed automatically. The bill set contains two perforated labels. Now for those of you who are acquainted with I.B.M. systems it means that when the dealer enters an order someone in the I.B.M. section pulls out the dealer's card, which goes through the I.B.M. machine automatically printing the name and address of the dealer. This in turn becomes the shipping label as well as the shipping copy when the items to be shipped are added.

When each new dealer is added to our list, and a master card punched out for the I.B.M. machine, we automatically zone the label. This means that every label made out for that dealer has the parcel post zone on it. Because of this, there is no need for anyone at the end of the parcel post line to check the zone for that particular city. He merely looks at the label which indicates to him the correct zone and from that, he computes very quickly the proper postage. This system

of assigning zones has worked very well for the past two years.

System Needed

Further use of this I.B.M. system was developed when the number of dealers increased to such an extent that we could not possibly keep track of their individual routing instructions, which were sent to us as standard for all shipments.

Because of this, we took and set up an alphabetical file by dealers' names which contained each dealer's routing instructions. We then notified I.B.M. of the names of those dealers who had specific instructions and in addition to the postal zone on the label, they inserted an "X".

This indicated to the shipping department that that dealer had specific routing instructions. It was a simple matter then for the person routing the shipments to look up in the alphabetical file the dealer's name and his instructions and insert those on the shipping copy. Because of this, specific instructions are very rarely missed.

In all probability, we will in the very near future use the I.B.M. coding system for other operations in the shipping department. Eventually there will probably be a series of these code numbers and letters, the label of each which will readily identify not only the zone and the routing, but other idiosyncrasies peculiar to each dealer.

As can be seen by these few examples, the small things have contributed to the efficient operation which normally could become quite confused and might involve many more persons than are now required to process these orders.

Public Warehouses

(Continued from Page 18)

weigh these questions to suit himself, inasmuch as certain factors are of more importance in some instances, while others assume greater meaning for different companies or products. In addition, of course, as time goes on, each company will doubtless find it wise to design its own scorecard, taking into consideration all factors in which it is interested. As a basis, however, the answers to the above questions should provide a foundation for determining which warehouse (or warehouses) is/are the best to use in each city.

Thus, through a careful consideration of the factors involved, the manufacturer and prospective shipper can narrow his selection of a warehouse from distribution area to proper city to individual warehouse. Perhaps the best summation of the diligence to be used in this process is the American Warehousemen's Association's advice to manufacturer and distributors: "Choose your warehouse as you would your bank."

This same slogan might also be quoted as the Association's motto in the matter of admitting new members. These it also selects with great care, making

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sure that the warehouses which boast membership in the AWA have earned the right to the Association seal which proudly proclaims: "Our Integrity Is Your Security."

Centralized Checking System

(Continued from Page 16)

new Los Angeles terminal, they foresaw the added necessity for greater flexibility of operations.

This called for a large dock with 10 bays on either side for both pickup and line equipment and with the latest intercommunications system to link each loading door with both the checker's booth and the general and executive offices.

Vision Realized

The vision became a reality in ultimate construction. Now Braswell terminal operations run along these general lines: One of Braswell's trucks arrives at the terminal with a trailer laden with freight bound for distant points. The driver parks it and brings his waybills into the rate office. Bills are marked with the dock point where the shipment is to be placed after it is unloaded. Bills are then sent to the central checking room. There sits the checker, his master intercommunications set in front of him.

When the central checker is ready to unload the trailer, he instructs the spotter to back the International up to one of the unloading bays. He also dispatches an unloading crew to the same bay. The picker of the unloading crew carries a portable intercommunications set which he plugs in directly outside the back of the trailer.

Control By Checker

As he unloads a shipment, the picker reads to the checker the name of the consignee and the number of pieces on the trailer. The checker verifies destination and number of pieces in the shipment and instructs the picker as to where it is to be placed on the dock.

All Braswell's inbound freight is not unloaded onto the dock. Wherever possible, it is carried across the dock to outbound trailers backed up to other bays.

Similarly, central checking is used to supervise load-

ing of outbound freight. It might be destined for El Paso, Dallas, Fort Worth or any number of points in the Braswell system of operations. The picker calls in, gives his location and describes a given shipment and destination to the checker. The checker in turn calls off the number of the trailer in which this freight is to be placed and the number of the door at which it is backed.

Always on Job

But there's more to the system than just hook-up, McCormack said. There's no more fumbling with paper, or trotting back and forth. If a package is missing, a loader gets his instructions from the checker, without moving a step. He's always right on the job.

In the short time it has been in use, central checking has become so integral a part of the Braswell operating procedure that officials incorporated it in plans for new terminals.

McCormack estimated that savings in efficiency approximate 75%. The savings, however, are only part of the reason Braswell officials are so enthusiastic about it, he said. The real test, he said, is that any new system must speed up the handling of freight and improve service to shippers. This system has passed the test, with flying colors, he added.

Trucking's 50th Year

(Continued from Page 13)

of America's clothing, are totally dependent on truck transportation to deliver bolt goods from the Carolina mills in the morning and take away the finished goods by nightfall.

"Trucking has become indispensable to the health and welfare of America, and its contribution to better living for everybody is clearly demonstrated by the fact that the average American family uses 56 days of trucking service a year to get its quota of food, clothing, and other required services."

Cushioning Conference

(Continued from Page 23)

General Motors Corp.; Dr. Spencer A. Larsen, Director of the Wayne University Materials Management Center; Clinton K. Royce, Clint Royce Associates; Eltravis Van Wagnen, Co-ordinator of Military Preservation and Packing, General Motors Overseas Operations; Ralph O'Reilly, Chairman, Service Parts Packing, Service Section Division, General Motors Corp.; Dr. Elias Klein, U. S. Naval Research Laboratory; George Demorest, Assistant to the Director, Materials Management Center, Wayne University and Harry Diegendorf, Materials Management Center Consultant.

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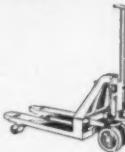
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Wood Fibre Cushioning

(Continued from Page 9)

equalized shock absorbing areas—it refuses any noticeable spring back.

Density of the molded fibres is very easily controlled, but in most cases a heavy density—much heavier than most other cushioning mediums, is used, because its greatest cushioning potential is for items of heavy load bearing qualities. By molding to the contours of any object—any possibility of shifting or movements in shipments are definitely precluded.

All shocks or impacts are absorbed by the wood fibres—preventing the product from hitting the side walls or bottoming. Another feature of this type of product is that all surfaces of the pre-molded wood fibres are covered with a special coating that meets all the physical requirements of Grade A paper as to grease, acid and water. This coating places wood fibres in the category of a non-hygrosopic dunnage and either commercially or military-wise, it requires no additional dehydration agent for its weight, as it doesn't take on or give off moisture.

Coating Contains the Fibres

This coating also serves the function of containing the wood fibres. It prevents any dusting of fibres and has an elastic-like reaction when it receives a shock or impact. Its smoothness makes it easy to handle and quick to use. It is not easily ruptured and will sustain quite a beating before it tears. It resists grease.

Wood fibre may be used as cushioning in any type of container such as corrugated, wood, fibre drums, metal cans or drums. The combination of metal drums and pre-molded fibres has many commercial applications. It affords an excellent and efficient method of packaging all types of parts and equipments that had previously been packed in a wooden container by the bolted down method.

It is especially good for heavier and more cumbersome items with high "g" factors or in simpler words, high impact and shock absorbing qualities such as starters, generators, inverters, worm gears, pumps, etc. They need very little cushioning, due to their ruggedness, but must withstand any mechanical shocks due to handling or falls. Most engineering departments are now able to determine the "g" factor and if such a factor is over 150 "g's," pre-molded wood fibres are the logical cushioning medium.

Regardless of the ultimate container, the simplicity of packaging is narrowed down to the following procedure. The bottom pre-molded dunnage is first inserted into the bottom of the container. The item is then laid in or lowered onto this part, which locks it on all sides and on the bottom. This glove-like fit prevents any lateral motion. The top pre-molded half is now laid onto the top of the unit and the final closure is

made. By closing—any possibility of an up and down motion is eliminated, as both halves of the dunnage are now locked in. It is not always necessary to completely surround all surfaces of a part. Usually if the depth of the molded cushioning is three to four inches—it is adequate.

Can be Shipped Within Container

Another feature of pre-molded fibres is the fact that it can be shipped within the ultimate container, which eases the always prevailing and trying storage problem existing in industry. Most cushioning materials are very bulky, storage consuming, and hard to handle. Receiving pre-molded wood fibres in their containers also narrows down labor costs, as only the top half of the dunnage has to be removed and handled. The bottom half literally never leaves the container it comes in.

A production line could readily be visualized by having a line of containers open with the bottom half of the cushioning ready to receive insertion—the operation of insertion—the operation of laying in the top half and then final closure. The simplicity of this type of packaging becomes a reality, as hardly any tools are necessary and semi-skilled labor replaces skilled labor, effecting at least a 25% saving in hourly rates. The same labor crew packaging one hundred units a day could very easily do at least five hundreds per day if pre-molded wood fibre cushioning can be substituted for other cushioning.

Tests have been successful. The original package as designed with pre-molded wood fibres and packaged in a metal drum made several trips between Newark, New Jersey and Detroit, Michigan, with not even the slightest trace of damage. The reduction of cubage from a large wooden crate to a metal drum is also most important, not only for domestic use, but mostly for export.

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It opens the door for reduction in insurance rates. It narrows down pilferage possibilities. It has withstood all rough handling and vibration tests. Its original cost for molds is comparable to any product requiring molds. If a minimum quantity of 250 units is considered, the mold cost is negligible and can be amortized with rapidity. Our first endeavor replaced a time-consuming 2-A floating bag-skid pack with a 2-L metal drum pack and a time element of from two hours and fifteen minutes—135 minutes—to the amazing time of one minute fifteen seconds. The comparative cost of a six gallon drum against a wooden box of a like size is very close and yet, only the military has been using metal drums for shipping to any great extent.

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